

SecurOO* Media

GIPWoG Meeting

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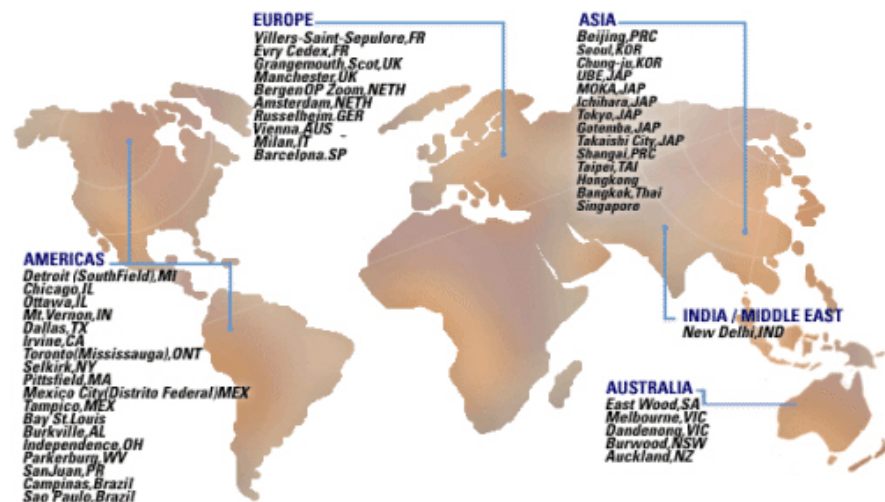
Industry Manager, Data Storage



imagination at work

Our Plastics Business

- Manufacturing Locations in All Poles
- Global Technology Centers, Marketing & Sales Coverage
- Lexan*, Noryl*, Ultem*, Cycolac*, Cycoloy*, Xylex*, Geloy*, Valox*, Xenoy*, LNP Engineering Plastics, Specialty Film & Sheet



Our Data Storage Segment

- Blu-Ray Disc*
- Anti-Piracy and SecurOQ* Media
- FlexPlay EZ-D*
- Holographic Data Storage
- Securfx, Cards & Documents, Hard Disk Drives
- Optical Media Development Center

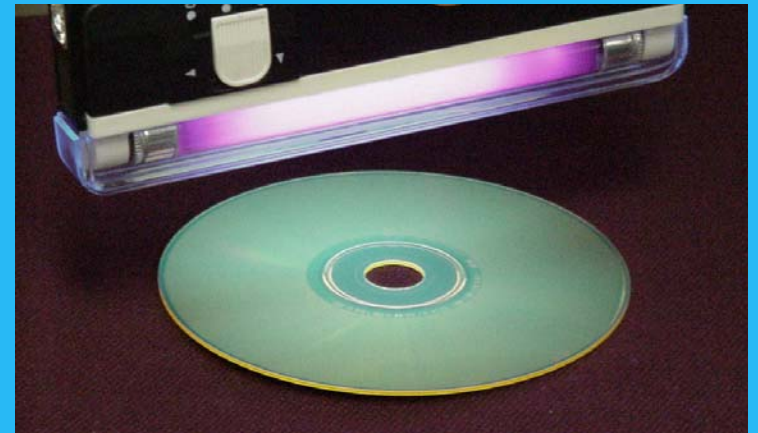


Optical Media Development Center

- Lead technology and innovation in manufacturing of media
- Develop and commercialize new ideas in material and process systems
- Use Six Sigma and process optimization tools to deliver differentiated solutions to customers
- Deliver solutions that solve “real world” problems



What is SecurOQ* Media? Counterfeit-Resistant Media



imagination at work

Problem:

Music CD-R compilations and albums downloaded at retail store kiosks look similar to CD-R's recorded on consumer grade equipment.

1. Right of first resale – Used CD's may be resold. Downloaded music CD-R's at kiosk retain this legal right.
2. Kiosk equipment used for CD-R recording and printing is commercially available to general consumer market, thus making duplication easy.
3. Music labels are concerned with not being paid for tracks illegally recorded onto CD-R compilations and albums.

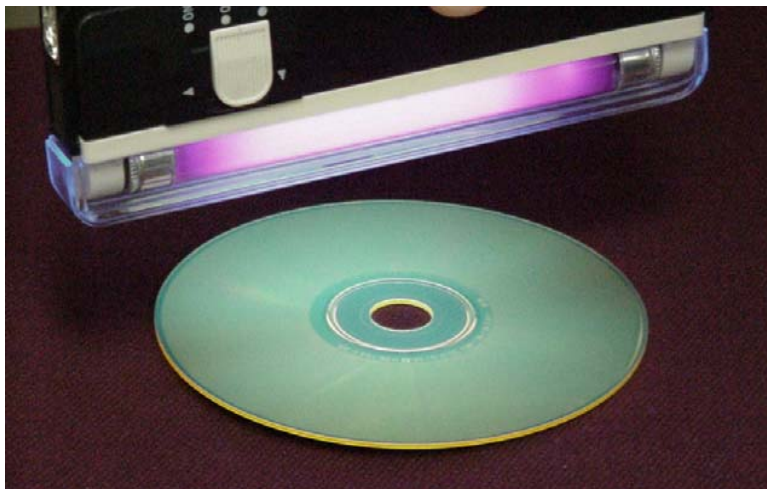
Solution:

SecurOQ* counterfeit resistant CD-R media paired with a detection device that authenticates the disc before recording content.

1. 3 levels of protection : Overt, Semi-covert and Covert
 - Tier 1 – Overt: Gold color
 - Tier 2 – Semi-covert/Hidden: Fluorescent Watermark revealed under UV light
 - Tier 3 – Covert: Forensic Taggant authenticated at lab
2. Patented SecurOQ* disc technology
3. Restricted sale of SecurOQ* media to authorized buyers
4. Restricted sale of Plextor® detection device for SecurOQ* media

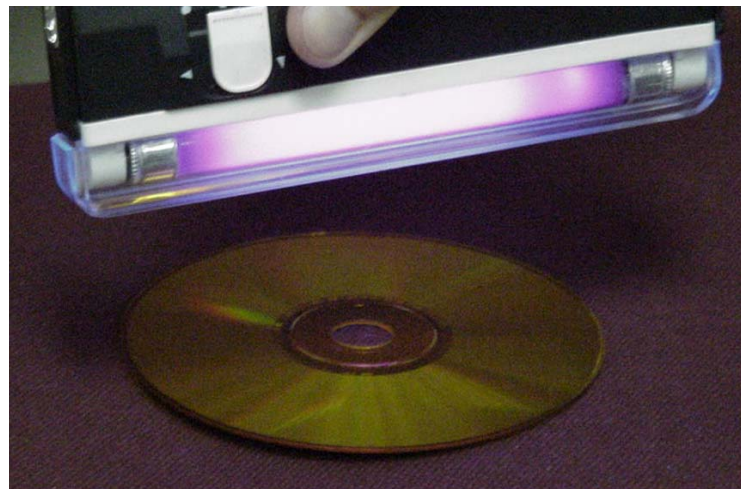
A Proprietary Color CD-R with *Semi-Covert UV Taggant*

Authentic CD-R



Gold disc WITH
dynamic response
component

Counterfeit CD-R



Gold disc WITHOUT
dynamic response
component

SecurOQ* Disc Detection in CD-R Drive

Provide Counterfeit-resistant Recordable Media which can be authenticated to distinguish counterfeit product from being sold as licensed wares



GE SecurOQ* CD-R Discs:

- Gold Color
- Semi-Covert Fluorescence
- Forensic Marker

Proprietary Detector:

4 security levels

1. Gold Color
2. Semi-Covert Taggant 1
3. Semi-Covert Taggant 2
4. *ATIP code*

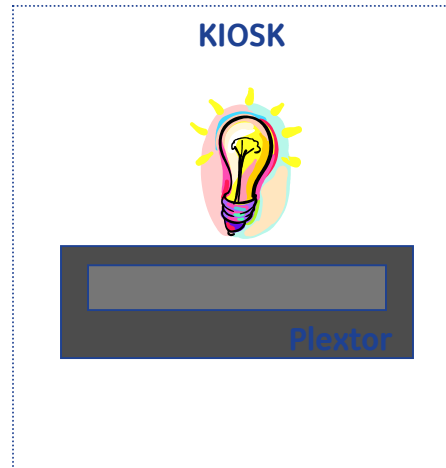
SecurOQ* Counterfeit-Resistant Media



1. SecurOQ* Lexan* Resin:
 - ✓ Resin and disc that is visually and instantly distinguishable from other polycarbonate resin and blank media.
 - ✓ No equipment upgrade required



2. SecurOQ* Media:
 - ✓ Authenticated burns
 - ✓ Authenticated returns



3. Tagging agents in SecurOQ* media are authenticated in modified Plextor® CD-R drive.
4. Plextor® CD-R drive records content only after successful authentication of SecurOQ* Media.

SecurOQ* Media Recap:

Distinguish Prerecorded Original & Compilations Recorded at Kiosk from Copy

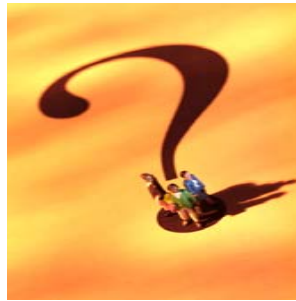
1. Does not limit content copy (not copy protection)
2. Clear visual indicators for counterfeit detection

Greater Control of Supply Chain

1. Restricted sale and manufacture of plastic material
2. Authorized replicators only

Transparent Accountability

1. Access to global SecurOQ* Lexan* resin material sales of any authorized replicator
2. Ability to match plastic material sales to disc production numbers



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